

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
4 November 2004 (04.11.2004)

PCT

(10) International Publication Number
WO 2004/095335 A1

(51) International Patent Classification⁷: **G06F 17/60**

(21) International Application Number:
PCT/KR2004/000907

(22) International Filing Date: 21 April 2004 (21.04.2004)

(25) Filing Language: Korean

(26) Publication Language: English

(30) Priority Data:
10-2003-0025400 22 April 2003 (22.04.2003) KR

(71) Applicant (for all designated States except US): **NHN CORPORATION** [KR/KR]; 34th Fl., Startower Building, 737 Yoksam-dong, Kangnam-gu, Seoul 135-984 (KR).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **PARK, Sang Won** [KR/KR]; No. 411-904, Hansol maul, 102, Jeongja-dong, Bundang-gu, Seongnam-si., Kyunggi-do 463-010 (KR). **HAN, Jae Young** [KR/KR]; No. 130-305,

Mok-dong Estate Apartment, Mok-6-dong, Yangcheon-gu, Seoul 158-056 (KR). **NA, Kwon Su** [KR/KR]; 168-19, Namoe-dong, Naju-si., Jeollanam-do 520-100 (KR).

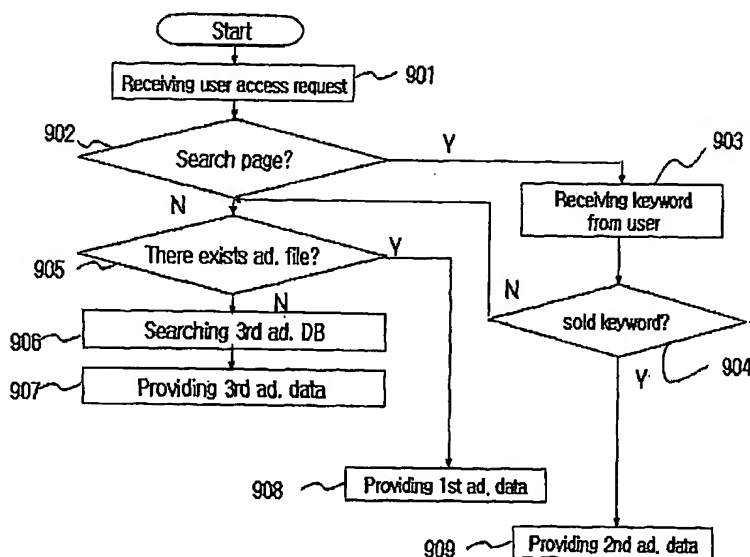
(74) Agent: **CHUN, Sung Jin**; Muhann Patent & Law Firm, 5th Fl., Youngpoong Building, 142 Nonhyun-dong, Kangnam-gu, Seoul 135-749 (KR).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR,

[Continued on next page]

(54) Title: A METHOD OF INTRODUCING ADVERTISEMENTS AND PROVIDING THE ADVERTISEMENTS BY USING ACCESS INTENTIONS OF INTERNET USERS AND A SYSTEM THEREOF



(57) Abstract: The present invention relates to a method and system for grasping an interested field of an Internet user, i.e., access intention of the Internet user, attracting advertisement from a plurality of sponsors on the Internet using the user's access intention, and providing the advertisement to the user on the Internet. According to a preferred embodiment of the present invention there is provided a method for generating advertisement information to attract advertisement on an Internet, the method comprising the steps of maintaining a keyword database for recording more than one keyword, type information of the keyword, predetermined reference information that corresponds to the type information, and advertisement list information that corresponds to the keyword, in which the advertisement list information includes information for the number of advertisement files including the keyword; receiving a predetermined event

from a user; recording a keyword that corresponds to the received event, for history data; searching for the type information of the keyword by referring to the keyword database; searching for the reference information that corresponds to the searched type information; judging whether the keyword is an interested field of the user on the basis of the searched reference information; generating an advertisement file including the keyword regarded as the interested field of the user; updating the information for the number of advertisement files in the advertisement list information stored in the keyword database; and generating advertisement information including the keyword and the updated advertisement list information.



GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

Published:

— *with international search report*